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EDITOR AND
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Digest

FORTIETH YEAR OF

PUBLICATION 1915 - 54

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TORONTO, CANADA

January 1, 1954

Happy New Year

January							February							March						
S.	M.	T.	W.	T.	F.	S.	S.	M.	T.	W.	T.	F.	S.	S.	M.	T.	W.	T.	F.	S.
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31																				

Best Wishes for 1954

KNIGHTS OF THE BOX-OFFICE!

The BIG NEWS is that M-G-M's FIRST in CINEMASCOPE is sensational everywhere! It leads Leo's Battalion of Box-office Big Ones as M-G-M's 30th Anniversary Jubilee gets off to a terrific start!



Robert Taylor
Ava Gardner
Mel Ferrer



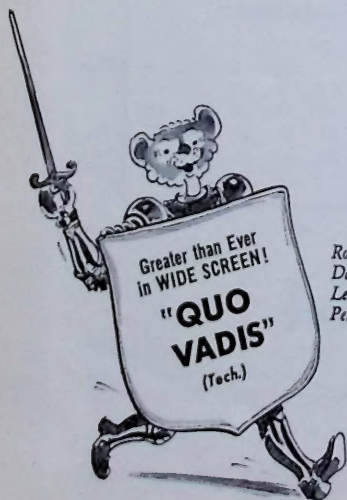
Esther Williams
Van Johnson
Tony Martin



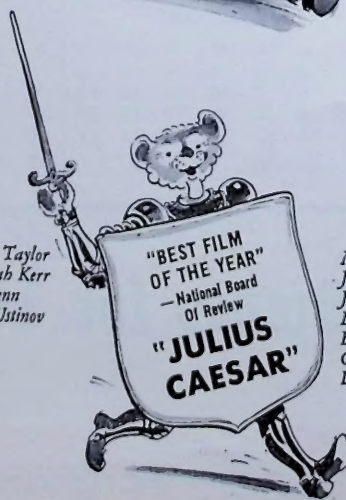
Robert Taylor
Stewart Granger
Ann Blyth



William Holden
Eleanor Parker
John Forsythe



Robert Taylor
Deborah Kerr
Leo Genn
Peter Ustinov



Marlon Brando
James Mason
John Gielgud
Louis Calhern
Edmond O'Brien
Greer Garson
Deborah Kerr



Marge and Gower
Champion
Debbie Reynolds

Ray Presents



IT is said, that it is well to be off with the old love, before you are on with the new.

I can see where the old love, running parallel with the new love, might precipitate complications, conservatively speaking.

This is apropos of The Journey Through The Year with The Digest, which finished off its Resume at the end of the last week of November, in The Digest Christmas Special Issue,

and I must finish off December for you.

Despite everything, it is with reluctance, that I see the departure of the old year, a year of great enterprise, of discovery, and of courage in our business.

It was, also, a year of certain fulfillment in the world, as well as of frustration. However, I believe, that the disappointments, or in a way, the retrogression, was, on closer analysis, a backward step to go forward, like the people of Cancer, whose planet symbol is the Crab.

THE present, which makes the Future, by forming the foundation upon which we build the Future, has in truth a silvery lining to the dark clouds of wars and rumours of wars, the conception of a Frankenstein monster, the child of an atomic age.

But there are warriors prepared to destroy this monster, for I do not remember, during my lifetime, so many public men intent on bringing the Spirit of Brotherhood into their respective Big Business operation, and preaching this message in their company's advertising, as we see in evidence today.

Let the sceptics, the cynics, those of little faith quote to me, "The Devil can quote scripture," I am deaf to their so-called logic. What do they offer which is as good?

I say, humbly, and with thanks, that greater than air-bases, greater than planes, even greater than atomic energy, is the power of the spirit, propelled by Faith, and our Time reveals, many Generals of Faith, building up the morale of millions of peoples, all over the world, a powerful army, through a reawakening of their conscience, and an affinity with their Godhead.

THROUGHOUT the history of mankind, there has been born, into the world, a line of teachers, who have come to teach the Brotherhood of Man, and the Divinity of Service.

In the Time of a world-crisis, these teachers have revealed themselves. They have been the Saviours of mankind, at a Time when mankind was intent on spiritual suicide.

The last great message of the spirit came two thousand years ago, during the decadence of Rome, and brought the unfulfment of Christianity.

The Fatherhood of God and The Brotherhood of Man was the spirit of the great message, but what nation, among the world of nations, has lived by The Message?

NOT one nation, although nations have built churches and cathedrals, synagogues and mosques, as temples of worship.

We have not lived by The Sign of The Cross, but by the Sign of The Sword, and we have all been worshippers of the Golden Calf, off or on the gold standard.

A man has been judged by what he possesses, not by what he is.

A man has been appraised by the color of his skin, and as his skin showed a darker shade, the sign of segregation, and the depreciation of the man appeared.

SHOULD the armies of Christianity arm themselves in the Faith of the spirit of Righteousness, not only would the walls of Jericho fall down before the shouts of the Lovers

of the Lord, but the sun and the moon, would stand still, the winds would hold their breath, for the victory of peace on Earth, to men of good-will.

It is an omen, for good, when our so-called hard-boiled financiers and industrialists are not afraid of the uplifted eyebrow, as they sign their names to messages from the scripture.

Are you an Observer, or do you only read the sensational headlines of your daily newspapers?

IF you are an Observer, you will have noticed the several distinguished writers, scientists, medical men, and the clergy who have given us messages of Faith through the Daily Press, and the Press has given these messages space, because there is a public desire for them.

For every feature-story of hate, greed, murder, lust and accident, there have been beautifully written stories and messages of man's humanity to man.

Stories of a GI's adoption of a Korean war-orphan, of the saving of a mongrel puppy, which was wedged for days in a well, of the saving of the lives of many people, the victims of an accident, of the gifts of Christmas cheer to families, of the search for days for lost ones.

There have been many stories, tender stories, full of compassion, all of which sweeten the mouth against the bitterness of the gall of destruction!

Does this sound soft, sentimental? Does it reveal a lack of the fibre which makes a master-race of Supermen?

WHERE are the supermen of the master-races of the world? Where are the world-conquerors?

"Imperious Caesar, dead and turned to clay, Might stop a hole to keep the wind away."

For what conquerors, today, do we make holidays? Only to Prophets and Saints do we kneel and pray.

At this time, of the year, there is much kneeling and praying, by those who follow the Birth of The Babe of Bethlehem.

Each year, Christmas is brought closer to little children, and there is a supreme effort to make each child happy on Christmas Day, with gifts in imitation of the Three Wise Men, who came to see the Babe cradled in the manger.

ON December 31st, New Year's Eve, at midnight, we will greet the birth of a new-born year, January the first, 1954.

This is the time of resolutions, but have you observed, that the New Year's custom of making resolutions has lost its popularity?

Therefore, let us silently be resolved to try and do our best, the result may surprise us.

A Happy New Year, from January 1st, 1954, to December 31st, 1954, after which, please God, we'll ask for more.

NOW, let us see, what was recorded in the Digest, week ending December 5th.

The front cover, you have had in the Christmas Digest, with the Pioneer of The Year, John J. Fitzgibbons, C. B. E. being congratulated by the president, Nat Taylor, Canadian Picture Pioneers, and the three Pioneers, who were, also, honored, B. E. Norrish, Col. John Cooper and Ray Lewis, holding their plaques of distinction, as the news-cameras record this Event.

During the full week of Canadian Film Events, Morris Stein proposed a resolution, for the formation of a special technical advisory committee to assist exhibitors at this period of changing and new techniques.

A new company, MPTV has been formed with Alex Metcalfe, General Manager of Sovereign Films, at its head.

(Continued on Page 6)

We've Got It All

THIS YEAR'S XMAS-NEW YEAR'S TIME

"Hondo"

3 DIMENSION
AND
WARNER COLOR



"3 SAILORS AND A GIRL"

TECHNICOLOR



CAN BE EXHIBITED ON WIDE SCREENS
JOHN WAYNE as 'HONDO'

and introducing **GERALDINE PAGE** with **WARD BOND** • **MICHAEL PATE**
JAMES ARNESS • Screen Play by **JAMES EDWARD GRANT** • Produced by **ROBERT FELLOWS**
Directed by **JOHN FARRAR** • A **WAYNE FELLOWS** Production • Distributed by **WARNER BROS.**

CAN BE EXHIBITED ON WIDE SCREENS
JANE POWELL ☆ **GORDON MACRAE**
in **THREE SAILORS AND A GIRL** with **GENE NELSON**
SAM LEVENE • **GEORGE GIVOT**
VEDA ANN BORG and introducing **JACK E. LEONARD** • Screen Play by **ROLAND KIBBEE** and **DEVERY FREEMAN**
Musical Numbers Staged and Directed by **Lefty Pong** • Musical Direction by **Ray Heindorf**
Produced by **SAMMY CAHN** • Directed by **ROY DEL RUTH**

Wrapped Up!

IS WARNER TIME!!!!



"THE Eddie Cantor STORY"

TECHNICOLOR



"HIS MAJESTY O'KEEFE"

TECHNICOLOR

CAN BE EXHIBITED ON WIDE SCREENS
'THE EDDIE CANTOR STORY' starring KEEFE BRASSELE

MARILYN ERSKINE • with ALINE MacMAHON and WILL ROGERS, JR. as His Dad
Screen Play by JEROME WEIDMAN, TED SHERIDMAN and SIDNEY HOLSKY
Musical Numbers Staged and Directed by LARRY FINE • Musical Direction by Ray Heindorf
Produced by SIDNEY SKOLSKY • Directed by ALFRED E. GREEN

CAN BE EXHIBITED ON WIDE SCREENS
BURT LANCASTER as 'HIS MAJESTY O'KEEFE'

with JOAN RICE • From the Best Seller by LAWRENCE KLINGMAN and GERALD GREEN
Screen Play by BORDEN CHASE and JAMES HILL • Music Composed and Conducted by Dietrich Feldman
Produced by HAROLD HUCHT • Directed by BYRON HASKIN • Distributed by WARNER BROS.

AUTHENTICALLY FILMED IN THE FIJI ISLANDS!



Ray Presents

(Continued from Page 3)

MAYOR Archie Mason was re-elected chairman of the Canadian Industry Council, David Griesdorf was re-elected Vice-chairman. Re-elected, also, was Rueben Bolstad, Sec'y-Treas. and Arch Jolley, as Exec-Sec'y.

The committee heads were re-elected and are as follows: Box-office promotion, J. Arthur Hirsch; Legislation, Mayor A. J. Mason; Intra-Industry, Jack Chisholm; Finance and Organization, Morris Stein; Resolutions, F. Gordon Spencer; Television, H. C. D. Main; Public Relations, Clare J. Appel.

Len B. Johnston, pres. British Columbia Exhibitors Assoc. reported, that the provincial government, at the coast, planned to impose a tax on the installation of new equipment installed in theatres.

Now, we have heard everything. An exhibitor, instead of closing his theatre, because of poor business,



MAYOR ARCHIE MASON
Chairman, Canadian Industry Council

re-equips it, giving the public better service, continuing to pay the many taxes which he has to pay, and adding to the prosperity of the merchants in his community centre, for this service, it is proposed the exhibitor should be further taxed.

Why not tax the exhibitor when he removes a broken chair, and replaces it with a new one? B. C. exhibitors tell your story to the public.

MARCUS Loew's Theatres Limited declared an extra dividend of \$1.00 to be added to the quarterly dividend of \$1.00 for the final three months of the year.

Famous Players Canadian Corp. Limited declared an extra dividend of 20 cents per share, to be added to the regular quarterly dividend of 30 cents payable Dec. 24th, 1953.

Canadian Motion Picture Industry Council's Annual Meeting, was among a week of Film Events, in Toronto, which Events had their opening meeting, November 23rd, and finished off with the Grey Cup Game Event, on Saturday, which was a special inducement for a large film delegation from all over the west to come to Toronto.

VARIETY Club, Tent 28, Toronto, honored Jack Cooke, responsible for Variety's Annual Baseball Night, at the Maple Leaf Stadium. Last June, \$52,000 was raised for Variety Village's program of rehabilitating handicapped children.

The Jack Cooke Appreciation Night was held in the Variety Club Rooms, Prince George Hotel, Toronto, on Tuesday, November 24th.

Reuben Bolstad retires as Chief Barker and William (Bill) Summerville Jr. is inducted as Chief Barker, Variety Tent (28) Toronto.

A. W. Perry leaves for Universal-International Coast Meeting. The President of Empire-Universal Films Ltd. will meet with top executives of the company, and will see four of the company's big pictures screened.

National Committee of the M.P.-E.A. Association of Canada, passes a resolution, opposing the practice of producers and distributors "releasing pictures at advanced prices in the present arbitrary manner and further it is the considered opinion of the national association that no picture should be removed from general release in Canada to be played at advanced admission prices until its merit has been established by consultation with a Committee of this Association."

PARAMOUNT's product announcement looks back to a fine line of hits in 1953, and follows through for 1954 with a similar hit parade.

"The public is never wrong" states Adolph Zukor, Chairman of the Paramount Board, as he tells about "My Fifty Years in Motion Pictures," written by Dale Kramer.

Mr. John A. Davis, Deputy-Chairman of the J. Arthur Rank Organization Limited, London, England, and Managing Director, is the guest speaker at the Empire Club's Luncheon, Royal York Hotel, Toronto, Thursday, November 26th.

Bob Eves has been appointed Western Division Supervisor, Famous Players Canadian Corp.

Mort Margolius, takes over Bob Eves former position, as supervisor of the Toronto suburban theatres for Famous Players.

C. S. CHAPLIN extends thanks to the Canadian Film Industry for its support of Community Chest Red Feather Campaign, of which Charles Chaplin was chairman of the Motion

Picture Division.

The many friends of Fred Trebilcock will now find the genial Fred at Famous Players Tivoli Theatre, Toronto, as manager.

Perkins Electric Co. Ltd. advertise immediate delivery on new invention equipment.

De Luxe Laboratory, New York, is looking to process Technicolor prints.

STEVE Rolston, secretary, Vancouver Division, Canadian Picture Pioneers, presents a check to the Benevolent Fund of \$1,000.

Joseph Burstyn, well-known U.S. distributor of foreign pictures dies, enroute to England by plane.

Front cover page of The Digest, Dec. 12th presents the newly-appointed National Film Commissioner, Dr. A. W. Trueman, as he addresses members and guests, at the Motion Picture Exhibitors Luncheon Meeting in Toronto.

John Schuberg, Canada's oldest theatremán, age over 80, is reported



ARCH JOLLEY
Exec.-Sec'y. Canadian Industry Council

seriously ill in Hollywood Hospital, Westminster, B.C.

John was honored in 1952, by the Canadian Picture Pioneers. As I write the finale of the year's Digest Journey, word has been brought to me, that John Schuberg is dead. A safe Homeward Bound Journey, John, into the Haven of Eternity.

THE Stanley Kramer Company ceases its operations.

55 Famous Players theatres to play 20th Century-Fox CinemaScope production, HOW TO MARRY A MILLIONAIRE.

M.G.M. to have a 30th Jubilee Campaign commencing January 1st, 1954, to April 29th, 1954.

RCA shows TV recorded on magnetic tape at Princeton, New Jersey, on 12-inch screens and in color.

Producer Lazar Wechsler visits Toronto, latest production, HEIDI, for U.A.

Eugene O'Neill, dies after years
(Continued on Page 8)

Toronto and District

By BILL PRESS

Ask Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, about the threatened strike of Canadian railway employees in January and he will tell you that the plan for emergency film-delivery service is ready, having been arranged last August when there were signs of a walkout of railwaymen which did not materialize.

Co-operating in the details were Clare Appel, executive director of the Canadian Motion Picture Distributors Association, and George Altman.

The same set-up worked effectively at the time of the national strike several years ago.

Ontario exhibitors have been advised that the title of "The City Is Dark," a Warner Bros. picture, has been changed to "Crime Wave."

The Famous Players' Capitol Theatre at Windsor, managed by Joe Lefave, had an international stage feature in a Sunday evening concert Dec. 20 of the complete Detroit Symphony Orchestra, an organization of 105 musicians, as part of the Christian Culture Series at the Border City.

Continuing its lengthy and successful season of Italian features, the Pylon Theatre, Toronto, secured further nice business with a hit program consisting of "L'Elisir d'Amore" and "Lucrezia Borgia."

A move is reported to transfer sponsorship of the 1954 trade show at Toronto to the Motion Picture Industry Council of Canada from the Motion Picture Theatres Association of Ontario which supervised the first equipment exhibition last November, the proposed step being intended to broaden the scope of the show. No change in the show management has been mentioned.

An unusual example of chain booking was seen in Toronto with the playing of "Reaching From Heaven" at six units of B and F Theatres, these being the Donlands, Lansdowne, Grover, Parliament, Plaza and Radio City, all day and date.

Ian MacNeill of the National Film Board was named interim president of a Canadian Film Society at a meeting in Toronto, the purpose being to co-ordinate the operation of some 40 community film organizations in seven provinces.

The society, which is holding its first general meeting at Toronto in May, is planned as a branch of the Canadian Film Institute which has its office in Ottawa. Guy Glover of Ottawa has been named as the society's advisor.

Announcement is made that the new organization will operate a central film booking service.

At the Capitol Theatre, Brantford, where preparations have been made for the introduction of Cinema-Scope, Manager Bill Burke had something out of the ordinary for a seasonal Saturday morning show for juveniles which featured real animals such as reindeer and a trained goose along with appropriate actors, including Santa Claus.

A presentation of "Bwana Devil" for which no special eyeglasses were required was featured in an engagement at the Savoy Theatre, Toronto, prior to Yuletide, this theatre being equipped with a panoramic wide-vision screen. For its Canadian premiere at Loew's Theatre last Easter, the patrons used 3-D glasses.

The Odeon Theatre on Queen Street West, operated in conjunction with Twinex, is among the latest Toronto houses to be fitted with a wide-vision screen.

THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

RAY LEWIS
Editor-in-Chief

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3-D DEAD?

NOT IF YOU
GIVE IT WHAT IT
DESERVES!

- ★ A perfectly polarizing screen MUST be used. Compare the RCA Dynalite or the Panoramscope (T.M.) or the Miracle Mirror to anything else . . . the difference will amaze you!
- ★ Supply your customers with quality Polarized viewers and prevent headaches. Polaroid (T.M.) viewers are available in three styles: an economy model; a wire-bound model; and a clip-on model for those wearing glasses. Polaroid viewers are guaranteed: not a reject in a car load!

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VIEWERS
3-D SYNCHRONIZERS

Immediate
Delivery

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ELECTRIC CO. LTD.

MONTREAL TORONTO
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N F B



This month
EYE WITNESS
reports on

SEEING CANADA
By
LIGHT PLANE

ESSEX COUNTY

CANADA'S GARDEN FACTORY

(Ask for Eye Witness No. 57)

BOOK THIS ALL-CANADIAN
NATIONAL FILM BOARD
SERIES

EVERY MONTH THROUGH
COLUMBIA PICTURES

Ray Presents

(Continued from Page 6)

of illness, survived by his widow, by his daughter Oona Chaplin and son Shane, also, several grandchildren. His death removes a literary giant.

THE Damon Runyan Memorial Fund, for cancer research, has collected in the six and one half years of its foundation, \$7,444,642. All expenses are paid through the Winchell Foundation Fund.

Ray Presents, in this issue of December 12th, tries to make amends for names which were omitted from the list of guests at the Pioneers head-table.

Having a flair for Shakespeare, and the manner in which he played upon a word, I presumed to follow



C. R. B. SALMON, M.C., C.A.
Vice-Pres. Odeon Theatres (Canada) Ltd.

his illustrious example, and what happened to me?

Only that which gives an editorial writer high-blood pressure, that which makes an editor see stars, not along the milky way of inspiration, but the kind of stars one sees on receiving a punch on the nose.

THERE was one line omitted, and not less than two typographical mistakes.

Just a little thing, I am told, but as irritating as a mote in the eye.

I do not know, whether I have ever told you this story about Mark Twain. He attended a formal dinner, but had forgotten his tie. His hostess remarked on his omission. The following day, he sent his tie with his regrets.

I regret the absence of the letter "L" in the word "albeit," and the absence of the letter "p" in the word, "linotype." For me, they were both noticeably gone, but not forgotten. (Dec. 12th, page 3, column one), as I now write their obituary.

CLARE APPEL, as Chairman of Public Relations, Canadian Industry Council, recommended that newspapers separate theatre advertisements from other "Amusement" display advertisements.

James Mason has been signed to play two leading roles in next summer's Stratford Shakespearean Festival, Stratford, Ont.

Lester A. Sprague, of Lancaster, was elected president of the Maritimes Division of the Canadian Picture Pioneers, succeeding R. G. March of St. John, N.B.

Mitchell S. Bernstein, Vice-pres. and A. E. Smith, Sec'y-Treas.

Meantime, Allied Exhibitors Association held its annual meeting at the Admiral Beatty Hotel, Saint John, N.B. with Mayor A. J. Mason, presiding.

SYDNEY BERNSTEIN, owner of a 60 theatre circuit in Great Britain, was a visitor in Toronto.

He came to study TV Techniques and programs, he told The Digest, as practised by CBC, in the event, that the BBC introduces commercial TV.

Mr. Bernstein is, also, a producer, and produced I CONFESS, directed by Alfred Hitchcock, in Quebec City, and distributed by Warner Bros.

If TV becomes commercial in Great Britain, Mr. Bernstein will follow the policy, which he introduced into his circuit of theatres, this year, and which gave him increased business with ballet performances, symphony concerts and foreign films.

PARAMOUNT lines up twenty productions, which include four musicals, six adventure films, five comedies, three dramas, a foreign-made spectacle, and one science-fiction picture.

Fourteen on the list will be in Technicolor, and two will be in 3-D.

Warners announce seventeen Cinema-scope Productions.

Mrs. Donat Breton, an Eastview mother of eleven children, won the first jackpot amounting to \$2,550. Foto-Nite's Jackpot was conducted at seven Ottawa and area theatres. Mrs. Breton was present at the Linden Theatre when her name was called.

Ottawa Council of Churches give Martin Luther film a good boost, in its 3rd week at the Little Elgin, by taking an eight-column display advertisement in the Daily Press.

MR. C. R. B. SALMON, M.C.; C.A. has been appointed vice-pres. of the J. Arthur Rank Organization of Canada Limited, the Odeon Theatres of Canada, Limited, and J. Arthur Rank Film Distributors (Canada) Limited as announced by the president, Mr. Leonard W. Brockington, C.M.G.; Q.C.; L.L.D.

The front page cover of The Digest, Dec. 19th, is captioned, All Roads Lead To Caesar. It presents pictorially, Louis Calhern as Julius Caesar in the M.G.M. production of William Shakespeare's JULIUS CAESAR. Edmond O'Brien as

Casca; James Mason, Brutus; John Gielgud as Cassius; Marlon Brando as Mark Anthony. This picture had its premiere in Canada, at the Towne Cinema, Dec. 23rd, at a preview showing.

The Digest announces a monthly Special Theatre Service Section.

The new CBC TV station is to open in Vancouver late in December.

Gayland Amusements Ltd., operators of the Surrey Drive-In, near White Rock, B.C. start construction of another Drive-In near Abbotsford about 40 miles from Vancouver.

BUREAU of Statistics report, that Ontario's movie patrons spent an average of \$10.06. The second highest average in Canada was Vancouver at \$9.94 per person.



DAVID SELZNICK

Manitoba Branch, Canadian Picture Pioneers Annual Meeting, Winnipeg, Dec. 7th. President H. Hurwitz succeeding, H. A. Bishop; Sec'y-Treas. A. Feinstein; Vice-Pres. J. Biggerstaff.

Baltimore City Court Judge, Hermon Moser, reverses Maryland's Censor Board ban of, The Moon is Blue.

Stanley-Warner reports that the theatre circuit operating profit, for the first nine weeks, of more than \$80,000, before provision of Federal Taxes and before profit and loss on sale of fixed assets.

Columbia Pictures will distribute the David Selznick Production, Indiscretion of an American Wife, directed by Vittorio de Sica, and starring Jennifer Jones and Montgomery Clift.

CANADIAN Motion Picture Pioneers, Maritime Provinces Branch honor Herman H. McArthur as Maritime Pioneer of The Year.

"In token of respect for faithful service since 1906" was the inscription on the Commemoration Medal presented to Mr. McArthur.

Tivoli, Hamilton gets CinemaScope and opens with The Robe on Christmas
(Continued on Page 15)

MGM's Caesar—Best Film For 1953

Hollywood's film version of *William Shakespeare's Julius Caesar* has been chosen the best picture of 1953 by the *National Board of Review of Motion Pictures*, it was announced.

Henry Hart, chairman of the board's committee on exceptional films, said the *M-G-M* film was chosen because "it was not merely an able transfer of a stage play to the screen, but an unusually skillful portrayal of a historic event."

The film, which starred *James Mason*, *Deborah Kerr*, *Marlon Brando*, *Louis Calhern* and *Greer Garson*, headed a list of the committee's choice for the top 10 pictures of the year.

Following *Julius Caesar*, the board selected *Paramount's Shane* for the number two spot. Other selections, in the order chosen, were *From Here To Eternity*, *Martin Luther*, *Lili*, *Roman Holiday*, *Stalag 17*, *Little Fugitive*, *Mogambo*, and *The Robe*.

As the best foreign film of the year the board chose *A Queen Is Crowned*. Second place went to *Moulin Rouge*; third to *The Little World of Don Camillo*; fourth to *Strange Deception*, and fifth to *Conquest of Everest*.

Jean Simmons was selected the year's best film actress for her work in *Young Bess*, *The Robe*, and *The Actress*.

English star, *James Mason* was voted the year's best actor for his appearances in *Face to Face*, *The Desert Rats*, *The Man Between*, and *Julius Caesar*.

PRAIRIE NEWS

By BRUCE PEACOCK

Roxy Theatre, at *Canora, Sask.*, operated by the *Regal Amusement Co.*, of *Regina*, has been sold to *Dr. Paul Kowalishin* and *C. Hochman*, of *Canora*. It is understood the deal involves the proposed new drive-in at *Canora*.

The *Roxy* was built in 1936, replacing the *Royal*, built in 1911.

President of *Regal Amusement Company* is *I. Reinhorn*, who operates the *Roxy* in *Regina*.

E. C. Williams has added an electrically-operated, gold-colored screen to his *Gary Theatre* in *Indian Head, Sask.* The screen can be operated from the projection room, the box-office and from two points in the stage area.

Newly-opened suburban theatre in *Edmonton, Alta.*, is the *Jasper*, a 528-seater built at a cost of \$100,000 by *William Rueb* and *Wallie Klak*. *Mr. Rueb* has built theatres in *Wetaskiwin*, *Devon*, *Leduc* and *Trochu* during the past seven years and has had some part in the management of them. *Mr. Klak* has been associated with *Mr. Rueb* in the theatre business for two years. Theatre has a "cry room" and a panoramic screen.

George Stevens was named the year's best director for *Shane*.

In the realm of outstanding documentaries, the board selected *Walt Disney's The Living Desert*, the first feature-length picture of his true life adventure series.

FILM DAILY POLL

Audrey Hepburn and *Jose Ferrer* today were named top movie stars of the year in the annual poll of critics by the *Film Daily*.

Miss Hepburn, a screen newcomer, was also labelled top "find" of the year because of her performance in *Roman Holiday*. *Ferrer* was cited for his acting in *Moulin Rouge*.

Citations for best supporting performances went to *Frank Sinatra* for his straight dramatic role in *From Here to Eternity* and to *Gloria Grahame* for her portrayal in *The Bad and the Beautiful*.

Fred Zinnemann won the nod for the ablest directing and *Daniel Taradash* for the best screen writing, both for *From Here To Eternity*.

JOHN SCHUBERG

Vancouver's first showman is dead, the man who introduced "sound" pictures to B.C. 55 years ago, *John Schuberg*, in his 80's, passed away after a long illness in *Hollywood Sanitarium*, *New Westminster*. *Schuberg* was Canada's oldest showman and showed the first pictures in this area. The feature pictures he liked to relate were Newsreels of the Spanish-American War. He was a life member of the *Canadian Picture Pioneers*. He was one of five Canadians still living who have seen motion pictures grow from a flickering, uncertain novelty to a billion-dollar entertainment industry.

His last activity in the *Motion Picture* business was as a partner of the *Strand Theatre*, now a part of the *Famous Players* chain here. Prominent old timers in show business and brother members of the *Canadian Picture Pioneers* were pall-bearers at the funeral. They were *Maynard Joiner*, *Earl Hayter*, *Harry Wolfe*, *Bill Jones*, *Art Grayburn* and *Howard Boothe*. He was honored last year at the *Golden Anniversary* of moving pictures last *November* at *Toronto*. The funeral was well attended by a large crowd of amusement and film exchange personnel to honor *Canada's* oldest exhibitor.

VANCOUVER NEWS

By JACK DROY

Two *Famous Players* theatres, the *Orpheum* and the *Cinema*, had special booths for the sale of *Christmas Gift Tickets* in downtown locations and report that business was brisk. *B.C.* government decision to put a 5 percent amusement tax on all *British Empire Games* tickets was received glumly by *B.E.G.* general manager, who hoped the amusement tax would be wiped out entirely. But he said that "We should be grateful we don't have to pay the full 17½ percent tax which theatres in *B.C.* have to pay."

Alf Shackieford, a *Famous Players* partner in four local houses in *Lethbridge, Alberta*, and president of the *Alberta Theatres Assn.*, re-elected for a fifth term as mayor of *Lethbridge*. *Walter Lilley* of the *Port, Port Coquitlam*, was re-elected alderman of *Port Coquitlam, B.C.*

Projectionists local 348 elected the following officers for 1954: President, *Doug Calladine*; Vice-Pres., *W. McCartney*; Secretary, *George Thrift*; Business Agent, *Les Walker*; Recorder, *Ray Wardrop*; Sgt. at Arms, *Gordon Sutherland*; Delegates to *IATSE* convention, *Les Walker*, *Frank Smith, Sr.*, and *Douglas Calladine*, all of *Vancouver*.

Film Exchange Union B 71 elected *Marvin Proudlock*, *MGM*, President; *Business Agent*, *R. J. Hayter*; and *George Hislop* of *Twentieth-Fox*, secretary, for 1954.

Harry Hargreaves, former program booker at the *Opera House* in *Blackpool, England*, is now a member of the *Orpheum* floor staff in *Vancouver*. *Bob Holm*, former *Alberta* theatre owner, now projectionist at the *Delta Drive-In* at *Richmond, B.C.*, is a new member of the *Canadian Picture Pioneers* (*Vancouver* branch). *Holm* joined the *Motion Picture* biz at *Stettler, Alberta*, in 1927.

The provincial tax hungry government will realize about \$17,500 from the *Games* to be held in *Vancouver* *July* and *August* of next year. This is based on an estimated \$350,000 ticket sale for all events.

Bette Bzawy *Strand* cashier, was married to *Ralph Seymour* of *Vancouver*. *Arthur Gilbert*, short subject booker at *MGM* for the past 27 years, passed away suddenly in the *MGM* office. He was 52 and a member of the *Canadian Picture Pioneers*.

Anne Thompson, manager of the *Odeon-Park* and her staff, put on a top-rate *Christmas* party at the *Smiling Buddha* night club in *Chinatown*. *Burnaby* *Film Council* graduated its first class of 16. mm projectionists, 22 enthusiasts representing 15 community organizations passed their nine-weeks' course.

The **Robe** in **C** TECHNICOLOR

**THE GREATEST BOX
IN THE HISTORY OF
AND SMASHING ALL EXISTING R**

WINNIPEG
CAPITOL—4 WEEKS

TORONTO
IMPERIAL—8 WEEKS

EDMONTON
PARAMOUNT—4 WEEKS

MONTREAL
PALACE—7 WEEKS

VANCOUVER
CAPITOL—5 WEEKS

QUEBEC CITY
CAPITOL—2 WEEKS

THE ROBE Will Open Xmas and New Year
Chatham, Sarnia, Niagara Falls, S
"THE ROBE", Will Play In 32

ARE YOU READY FOR

"HOW TO MARRY A MILLIONAIRE" (Opening)

AND 50 MORE

"BENEATH THE TWELVE MILE REEF"

"PRINCE VALIANT"

"RIVER OF NOBODIES"

ALL IN **TECHNICOLOR** AND MORE

CINEMASCOPE

**OFFICE ATTRACTION
OF SHOW BUSINESS**

CORDS EVERYWHERE IN CANADA

OTTAWA
CAPITOL—3 WEEKS

ST. JOHN
PARAMOUNT—2 WEEKS

SUDBURY
CAPITOL—2 WEEKS

LONDON
CAPITOL—3 WEEKS

WINDSOR
CAPITOL—3 WEEKS

CALGARY
CAPITOL—3 WEEKS

*Year — In Victoria, Halifax, The Soo,
Catharines, Kingston — In January
More Famous Players Situations*

CINEMASCOPE?

*ed —
Xmas And New Year In Key Situations Across Canada)*

MARCH, 1954

**"KING OF THE KHYBER RIFLES"
RETURN" "HELL AND HIGH WATER"**

COME FROM 20TH CENTURY-FOX

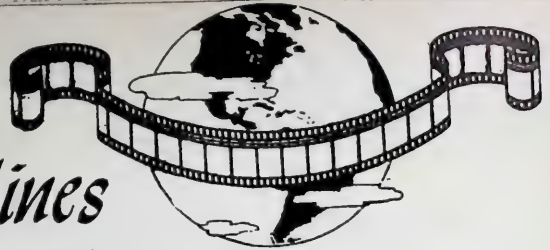
★
A
Merry
Christmas
and
Happy
New
Year
★
to
our friends
in the
★
**MOTION
PICTURE
INDUSTRY**

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PEPSI-COLA COMPANY OF CANADA,
LIMITED

★

★

TRADE
headlines



Happy New Year, Good Health, Good Pictures, Good Box-Office, Good News, Good Views, Good Service.

Eighty feature productions with color by Technicolor are currently being released, with 27 now in production.

Morton A. Spring, Vice-Pres. of Loew's International reports that with the addition of another house in Sydney, MGM now has 12 theatres in Australia.

20th Century-Fox's 3rd picture in CinemaScope, *Beneath The 12 Mile Reef*, had its World Premiere at the Roxy, New York City, before 5,000 invited guests.

The recent 2-day Warner Bros. New York Sales Meeting, was presided over by Ben Kalmenson, Vice-Pres. in charge of Distribution. Ten productions were discussed.

Dept. of Commerce, Washington, reported that film companies publicly reported cash dividend payments in the first 11 months of 1953, were almost 25 percent down from payments in same period of 1952.

Magnetic Tape Recording 35 mm. feature would increase, not decrease, costs some experts say. 10 reel feature weighs 60 lbs. and is about 10,000 linear feet. Whereas 10 reel feature, magnetic tape version, would be 158,400 feet and would weigh 300 lbs.

The *Robe*, Roxy, New York, 12 weeks and 6 days. Boxoffice take, \$1,750,000.

Charles Feldman, chairman of the General Sales Managers Committee of the Motion Picture Assoc. of America, reports that project for shipping film from one central depot in each Exchange centre is drawing closer to realization.

Douglas Hegelson, Managing Director of Chicago Cinerama Corp. reports, that since the July 1st opening of *This Is Cinerama*, the gross has reached \$1,000,000, and the advance seat sale is now \$75,000. Concession income runs over \$5,500 per week.

Universal-International announces with pride the Charles J. Feldman Annual Drive, Jan. 3rd to May 2nd, 1954.

Annual Meeting Canadian Picture Pioneers, Wed., Jan. 20, Crystal Ballroom, King Edward Hotel, Toronto. Registration 3 p.m.

Universal-International

Announces

with Pride.....



JANUARY 3 THROUGH MAY 2, 1954

DEMONSTRATING U.-I.'s
CONFIDENCE, RESPONSIBILITY
AND RELIABILITY

It's a Happy Boxoffice New Year for you, Mr. Exhibitor, with U-I's "Golden Dozen" for the Charles J. Feldman Annual Drive.

Never in this company's history has there been a stronger group of pictures released in sequence.

Again it demonstrates U-I's CONFIDENCE in our Industry... RESPONSIBILITY to you, the Exhibitor, to keep on delivering our present high number of releases... and RELIABILITY of entertainment to please your patrons and keep them coming.

Confidence... Responsibility... Reliability!

The Charles J. Feldman Annual Drive gives these words more meaning (meaning more profits) for you than ever before!

Join us for your happiest boxoffice New Year.

UNIVERSAL-INTERNATIONAL

Empire-Universal Films Ltd., is very proud to honor Charles J. Feldman in his Annual Drive in Canada.

U-I

"GOLDEN DOZEN" FOR THE CHARLES J. FELDMAN ANNUAL DRIVE

JANUARY 3 THROUGH MAY 2, 1954

**DONALD O'CONNOR
JANET LEIGH**

**WALKING MY BABY
BACK HOME**

COLOR BY **Technicolor**

with **BUDDY HACKETT**
LORI NELSON • SCAT MAN CROTHERS
THE MODERNAIRES • THE SPORTSMEN

**TONY CURTIS
JOANNE DRU**

Forbidden

co-starring **LYLE BETTGER**
with **MARVIN MILLER**

**JEFF CHANDLER
MAUREEN O'HARA**

WAR ARROW

COLOR BY **Technicolor**

co-starring **SUZAN BALL**
with **JOHN McINTIRE • CHARLES DRAKE**
DENNIS WEAVER • NOAH BEERY

**JOEL McCREA
YVONNE DE CARLO**
BORDER RIVER

COLOR BY **Technicolor**

co-starring **PEDRO ARMENDARIZ**
with **HOWARD PETRIE • ERIKA NORDIN**

**ROCK HUDSON
BARBARA RUSH**

**TAZA, SON OF
COCHISE**

COLOR BY **Technicolor**

with **GREGG PALMER • BART ROBERTS**
MORRIS ANKRUM • JOE SAWYER

Available in both 2-D and 3-D

**JAMES STEWART
JUNE ALLYSON**
**The
GLENN MILLER STORY**

COLOR BY **Technicolor**

with **CHARLES DRAKE • GEORGE TOBIAS**
and Guest Stars
FRANCES LANGFORD • LOUIS ARMSTRONG
GENE KRUPA • BEN POLLACK
THE MODERNAIRES

**ALAN LADD
SHELLEY WINTERS**

SASKATCHEWAN

COLOR BY **Technicolor**

with **ROBERT DOUGLAS • J. CARROLL NAISH**
HUGH O'BRIAN • RICHARD LONG
LOWELL GILMORE

**RICHARD CARLSON
JULIA ADAMS**

**The Creature from
the Black Lagoon**

with **RICHARD DENNING • NESTOR PAIVA**
ANTONIO MORENO • WHIT BISSELL

Available in both 2-D and 3-D

**AUDIE MURPHY
DAN DURYEA
SUSAN CABOT
ABBE LANE**

RIDE CLEAR OF DIABLO

COLOR BY **Technicolor**

**JEFF CHANDLER
RHONDA FLEMING**

YANKEE PASHA

COLOR BY **Technicolor**

with **LEE J. COBB • MAMIE VAN DOREN**
BART ROBERTS
and the **MISS UNIVERSE BEAUTIES**

**MARJORIE MAIN
PERCY KILBRIDE**

**MA & PA KETTLE
AT HOME**

with **ALICE KELLEY • BRETT HALSEY**
ALAN MOWBRAY

**JOHN PAYNE
MARI BLANCHARD
DAN DURYEA**

FORT LARAMIE

COLOR BY **Technicolor**

with **JOYCE MacKENZIE**
BARTON MacLANE

Ray Presents

(Continued from Page 8)

Day, London, Windsor, Ottawa are now equipped with CinemaScope as well as The Imperial in Toronto.

Matthew Fox, Chairman of the Board of Motion Pictures for Television, Inc. and E. H. Ezzes, Vice-

Pres. and General Manager of the Feature Film Division of M.P.T.V., have announced the completion of negotiations with Paul Nathanson, Alf Perry and Alex Metcalfe of Sovereign Film Distributors, of the

formation of M.P.T.V. (Canada) Ltd. and has licensed its extensive library of films, for distribution, under a ten year Franchise Agreement for Canada.

Captain S. D. Herman, Manager of the Capitol Theatre, Lunenburg, N.S. (F. G. Spencer Circuit Theatre) is celebrating his 89th birthday and still an Active Showman.

CAPITAL STORY

By BILL McLAUGHLIN

The importance of the documentary film in contributing to the unity of Canada as a nation was emphasized by Dr. A. W. Trueman, head of the National Film Board, at a luncheon meeting of the editors and public relations group of the Professional Institute. Dr. Trueman pointed out that the unity of any country depended a great deal on communications and the use made of the various media in interpreting one part of the country to another. As one of the methods of communication, the documentary film was playing an important role in Canada, the Government Film Commissioner said. Last year, the NFB's documentary films had a non-theatrical audience of about thirteen and a quarter million people.

Ottawa movie theatre managers helped to play Santa Clause to some hundred men who work in the city and found themselves far away from home and families on Christmas Day. Managers invited the men to free shows following a turkey dinner sponsored by the YMCA.

Third dimensional films are beginning to come back on local screens. Latest in this medium is I, The Jury, currently playing the Elgin Theatre. But the calibre of films in general during pre-Christmas week are much below standard and will continue to be until New Years when a number of important productions will have their premiere showings at the mid-town theatres.

WARNERS announce, that Hondo 3-D (Wayne-Fellow production), directed by John Farrow, is coming.

Genevieve is proving a box-office hit for J. Arthur Rank Film Distributors, 7 weeks in Toronto, still going in Edmonton after 9 weeks, 5 weeks in Montreal, etc.

Alberta Pioneers meet in Calgary, with Harry Boyse, Pres., presiding. Rolly Keil, Edmonton, Pres.; Jack Gow, 1st Vice-Pres.; Roy Chown, 2nd Vice-Pres.; both of Calgary and Ralph Neill reelected as Sec'y-Treas.

Walter Wanger, Allied Artists producer, suggests that exhibitors can solve their shortage of product problem by helping to finance Independent production and following through with playdates.

THE front cover of the Dec. 26th Issue, of The Digest, is dated Dec. 25 Christmas Day. It presents, in its Family Album, a reproduction of the bronze portrait plaque of John J. Fitzgibbons, C.B.E., sculptured by Emmanuel Hahn, the famous sculptor, and presented to Mr. Fitzgibbons as The Pioneer of The Year.

The Christmas Digest presents, The Journey Through The Year, announcements of new pictures and cheery holiday greetings.

To our Advertisers, we say thanks, for your support throughout the year.

To our Non-Advertisers, in production, in distribution and in our affiliated industries, may 1954 be a sufficiently prosperous year, for your operation in Canada, to enable you to avail yourself of the advertising service of The Digest.

To our Canadian subscribers, Circuit Theatres and Independently operated Theatres, our thanks for making it possible for us, through your subscriptions, to send The Digest for complete Canadian coverage.

To our many friends and well-wishers, our thanks for your Christmas greetings, which make The Christmas Digest a Bearer of Good Tidings.

I'll be seeing you next year.



Use This Information As Your Guide on Release Dates

TORONTO

- IMPERIAL
How To Marry A Millionaire (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.
- UNIVERSITY & EGLINTON
Little Boy Lost (Para.) with Bing Crosby.
- SHEA'S & NORTOWN
Calamity Jane (WB) Technicolor with Doris Day.
- TIVOLI & CAPITOL
Peter Pan (RKO) Technicolor.
- LOEW'S
Easy To Love (MGM) Technicolor with Esther Williams.
- ODEON-CARLTON
Paratrooper (Col.) with Alan Ladd.
- HYLAND
A Day To Remember (JARO) with Stanley Holloway.
- TOWNE CINEMA
Julius Caesar (MGM) with Marlon Brando.
- STUDIO
Sadko (Astral) Magicolor.

WINNIPEG

- CAPITOL
How To Marry A Millionaire (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.
- ODEON
Genevieve (JARO) Technicolor with John Gregson.
- GAILEY
The Captain's Paradise (IFD) with Alec Guinness.
- MET
So This Is Love (WB) Technicolor with Kathryn Grayson.

OSBOURNE

- The Holly and the Ivy (IFD) with Ralph Richardson.
- GARRICK
East of Sumatra (E-U) Technicolor with Jeff Chandler.

VANCOUVER

- VOGUE
Walking My Baby Back Home (E-U) Technicolor with Donald O'Connor.
- PLAZA & HASTINGS
Return To Paradise (UA) Technicolor with Gary Cooper.
- CAPITOL
Torch Song (MGM) with Joan Crawford.
- STRAND
The Kid From Left Field (20th-Fox) with Dan Doley.
- ORPHEUM
Here Come The Girls (Para.) Technicolor with Bob Hope.
- STUDIO
Seventh week, The Captain's Paradise (IFD) with Alec Guinness.
- CINEMA
Peter Pan (RKO) Technicolor.

SAINT JOHN

- STRAND
Calamity Jane (WB) Technicolor with Doris Day.
- PARAMOUNT
Botany Bay (Para.) Technicolor with Alan Ladd.
- CAPITOL
Half a Hero (MGM) and The Wonky (UA).

Thrilling, Exciting, Breath-taking, Suspense

"So vivid and exciting that
we are certainly glad
we did see it . . . !"
—Alex Barris, Globe & Mail

"It's a must . . . every bit
as colorful and thrilling
as *A Queen is Crowned*."
—Judy Cross, Winnipeg Tribune

"An exciting, breath-
taking movie!"
—Ken Johnston, Telegram

"A completely absorbing
Motion Picture!"
—Jack Karr, Star

FILMED ON THE ROOF
OF THE WORLD IN
AWE-INSPIRING COLOR!

The **CONQUEST** *of* **EVEREST**



**THE CROWNING ACHIEVEMENT
OF CORONATION YEAR**

THE 1953 EXPEDITION WITH HUNT, HILLARY & TENSING

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